

SAY!
IT'S
Monday, June 13

THE
AUERBACH
SALE

THE EVENT OF THE YEAR!
THE GREATEST CLEAR-
ING SALE WE'VE
EVER HAD!
THE PEOPLE OF UTAH
KNOW WHAT IT
MEANS!
NOTHING CAN TOUCH IT!

WANTED--50 Extra Salespeople
Apply 8 o'clock Monday

An Expectant Multitude Will be Electrified by this Announcement! Waiting
Thousands will Welcome the Advent of This Sale with Joy!
At 9 O'clock Monday Morning, June 13, We Start The
Greatest Clearing Sale We've Ever Had

IT'S A QUESTION OF PRINCIPLE WITH US NEVER TO CARRY OVER GOODS FROM ONE SEAS-
ON TO ANOTHER; IT'S THE FOUNDATION, GROUNDWORK AND SUPERSTRUCTURE OF OUR suc-
CESS. NO LANGUAGE, HOWEVER EMPHATIC, COULD PRESENT ALL OF THE PEERLESS VALUES IN
THIS SALE AS FORCEFULLY AS THEY DESERVE. IF YOU KNOW THIS STORE AT ALL YOU KNOW
THAT SUCH A STATEMENT MEANS THE MOST ASTOUNDING SALE ON RECORD. WE HAVE
STOPPED AT NO LEGITIMATE MEANS TO CLOSE OUT OUR SUMMER STOCKS. PROFITS HAVE VAN-
ISHED INTO THE AIR--COST CUTS NO FIGURE IN OUR CALCULATIONS--LOSS HAS CEASED TO
TROUBLE US. ALL THESE VITAL QUESTIONS HAVE BEEN AND ARE BEING SUBORDINATED TO
THE EXIGENCY OF THE HOUR--IN PROOF OF WHICH WE REFER YOU TO THE BALANCE OF THIS
AD. READ ON--IT'S LOSING MONEY TO STAY AWAY.

SAY!
IT'S
Monday, June 13

THE
AUERBACH
SALE

THE CHANCE OF YOUR
LIFE!
THE MOST AMAZING
PRICE SACRIFICES
EVER MADE!
GOODS AT COST AND BE-
LOW!
NOTHING RESERVED!

WANTED--50 Extra Salespeople
Apply 8 o'clock Monday

CLEARANCE OF ALL OUR SILKS

A never to be forgotten event. Our entire silk stock on sale at a terrific
reduction in order to unload our much too large stock. There never was
such deep slashing cuts in prices before. Every item marked so low that
it will force recognition as the greatest money saver. Every yard on sale
far below its intrinsic value.

WASH SILKS--60 pieces, 20 inches wide, soft finish Wash Silk in all the
beautiful evening and street colors, values \$5 and \$6
a yard. Your choice, a yard..... **24c**
PONGEE SILK--31 inches wide, of natural color and a pure
silk quality, value \$6, for a yard..... **44c**
COLORS TAFFETA--Nearly 100 pieces Swiss and American Dress and
lining Taffeta Silk, all colors, including cream, white and black, values
\$5 and \$6 a yard. Grand closing out of this..... **55c**
BLACK TAFFETA SILK--Only 2,000 yards of a fine imported make. A soft
and pliable quality, 20 inches wide, and
valued at \$6, for only a yard..... **55c**
BLACK PEAU DE SOIE--Our standard \$12 quality black Peau de Soie
Silk, a warranted number of excellent stock and finish.
As long as 10 bolts last, for only a yard..... **74c**
FANCY SILKS--A grand assortment of this season's styles of fancy weave
Shir Waist Suit Silks. Nearly 4,000 yards to select from
values up to \$2.00 a yard, grand clearance out at, a yard..... **66c**

ESTABLISHED 1864

Auerbach & Bro.
ONE PRICE TO ALL NEVER UNDERSOLD

**REMEMBER--SALE STARTS
MONDAY MORNING, JUNE 13.**

LADIES' AND CHILDREN'S UNDER- WEAR AND HOSIERY

Only 8 quotations here, but for every one mentioned we have 50 equally
as good, the entire department made into a grand round of notable bar-
gains. Many numbers are practically half priced. All of them represent an
enormous saving.

At 7½c a Pair.
Ladies' Plain fast black 12½c
grade seamless Cotton Hose, all
sizes.

At 12½c a Pair.
Ladies' fast black or lace ribbed
seamless Cotton Hose and chil-
dren's extra heavy fast black se-
amless ribbed Cotton Hose in
all sizes. These are best 3c qual-
ity. Be in line early, they'll be
snapped up quickly.

At 35c a Pair.
All our best 60c grades of Ladies'
and Children's fast black or light
colored Lace Hose, come in a vari-
ety of pretty patterns and will give
exceptional satisfaction in wear.

At 19c a Pair.
The Star Bicycle Stocking, in nar-
row or wide ribbed, all sizes. There
is nothing better or stronger for
boys' wear.

At 25c a Suit.
Ladies' low neck sleeveless, knee
length, lace trimmed Union Suits,
in a good 3c grade.

At 10c Each.
Ladies' 25c grade low neck,
sleeveless Vests with cotton loop
trimmed, tape drawn neck and
arm holes, all sizes.

At 49c Each.
Our entire 50c line of Harvard
make Underwear for Ladies, in-
cluding Vests with high neck and
long sleeves or high neck and short
sleeves, knee or ankle length pants
or tights, and variety of styles
of low neck, sleeveless Vests, all
sizes.

At 12½c Each.
Ladies' low neck, sleeveless, reg-
ular and extra size Vests in a va-
riety of styles, the best 25c grades.

A Garment Clearance Sale of Importance

Bargain Chances and Price Lowering Unparalleled

REDUCTIONS TO CLEAR THIS GREAT SECTION OF ALL WOMAN'S SUITS, COATS, WALKING SKIRTS,
DRESS SKIRTS, WAISTERS, WRAPPERS, PETTICOATS AND DRESSING SACKS. BEFORE THE SALE IS
ENDED, IT MAKES NO DIFFERENCE HOW LATE OR EARLY THEY MUST BE GOT-
TEN OUT OF THE WAY. NO REGARD FOR ORIGINAL COST OR VALUE--NO RESERVATION--NO EXCEPTION.
IT'S A BARGAIN GIVING EVENT THAT SURPASSES ANYTHING EVER ATTEMPTED HERE.

Ladies' Tailored Suits.
Suits sold regularly at \$4.75
at \$3.00 go at... **\$4.75**
Suits sold regularly at \$12.50,
during this sale... **\$5.90**
Suits sold regularly at \$7.50
at \$5.00 slashed to... **7.50**
Suits sold regularly at \$10
at \$2.00 marked to... **\$10**
Suits sold regularly at \$25.00,
during this great... **12.50**
Suits sold regularly at \$20.00,
this entire... **\$15.00**
Suits sold regularly at \$17.50,
now at... **\$18.75**
Suits sold regularly at \$15.50,
during this clear-
ance sale... **21.25**
Suits sold regularly at \$20.00,
are now marked... **25.00**
Suits sold regularly at \$25.00,
must go in this
sale at... **37.50**

**SAVE MONEY BUYING
YOUR SHIRT WAIST SUITS
NOW. NEVER SUCH A
CHANCE BEFORE, LIKELY
NEVER AGAIN.**
The entire stock and there
is an immense variety of them,
goes in this greatest of all
clearing sales at less, MUCH
LESS than cost of production,
make your choice early, the
best sell first.

**Dress and Walking
Skirts.**
500 Crash Skirts worth 45c,
reduced to... **45c**
500 Duck Skirts, \$1.25 and \$1.50
value, go during this
sale at... **73c**
All ladies' covert cloth, serge
and broadcloth walking
skirts, regular \$5.00, \$5.50
and \$6.00 values, during this great
sale... **\$3.35**
Ladies' Brilliantine Suburban
Skirts in navy blue, white
and black, good value at
\$10.00, marked down to
down to... **\$5.98**

**Petticoats and Wrap-
pers.**
50 dozen Gingham Petticoats,
in plain or fancy colors, the
2c grade, sale
price... **47c**
50 Dozen Black Satene Petti-
coats, with ruffle bottom,
the elite style, sold regular
at \$1.25, in this
sale at... **85c**
Think of getting a taffeta silk
Petticoat for less than cost
of material (all colors) regu-
lar price \$2.50 and
\$2.50, sale price... **4.50**

House Wrappers.
500 Ladies' Calico House Wran-
pers, 7c and 8c
grade, all sizes at... **33c**

**Kimono and
d'Sacques.**
10 Dozen Kimono and Dress-
ing Sacks in fancy figured
lawn, sold at 50c, 60c and
75c, choice from
lot at... **39c**

Coats and Jackets.
100 Ladies' Covert Cloth Jack-
ets, sold at \$2.50 and \$3.00,
during this sale... **\$1.50**
75 Covert Cloth Jackets, \$5.00
and \$7.00 kind,
now... **\$3.00**
About 50 Ladies' Covert Cloth
Jackets, satin or silk lined,
new sleeves, some sold as
high as \$12.50,
Your choice at... **\$5.00**
Our \$12.50 and \$15.00 Silk Coats
during this... **\$7.85**
Pongee Silk Coats, 7-inch
sleeve, choice... **10.50**

Silk Waists.
150 Jap Silk Waists, insertion
trimmed, regular price \$3.50,
choice from... **\$2.20**

THE MOST STIRRING FEATURE OF THIS GREAT CLEARING SALE IS THE MONSTROUS RECORD BREAKING PRICE WRECK OF ALL WHITE AND COLORED SUMMER WASH GOODS

THE CRASH HAS COME--THIS FIERCE PRICING IS THE RESULT OF PROLONGED COOL WEATHER.
THOUSANDS OF YARDS OF Dainty and BEAUTIFUL FABRICS MUST NOW TO THE NECESSITY
WORTHY BARGAINS. THE COMBINED ENERGY OF ALL PREVIOUS SALES WOULD NOT EQUAL THIS PRICES
ARE RIPPED AND SLASHED AS NEVER BEFORE TO RID THE STORE OF ALL SUMMER GOODS. ORIGINAL COST
AND SELLING PRICES ENTIRELY DISREGARDED. STOCK MUST MOVE DOUBLE OR TRIPLE. WE
WILL NOT COUNTENANCE ANY HESITATIONS. THE PLUNGE HAS BEEN TAKEN NOW FOR RESULTS.

1,000 yards Printed Lawns in Foulard design--never
seen, before below 8½c, in this
rouching sale, per yard... **43c**
300 pieces American fine Zephyr Ginghams in
bright, pretty checks and stripes--a large assort-
ment of styles in pinks, blue, red; also Seer
Sucker styles. Regular price 10c.
While they last, per yard... **64c**
5,000 yards Percales--22 inches wide--dark and light
ground, figured and striped, designs--colors to
suit everybody and all fast. Value 10c,
and 12½c, in this rousing sale, per yard... **64c**
3-cases new and crisp Dress Batiste Lawns--
sheer and dainty--rich and elegant, including
every new style and color combination--plenty of
black and white. You'd think them cheap at 16
2-c, in this sale, a yard... **8½c**
Absolutely Fast Black Leno Lawns Assorted pat-
terns--bought to sell at 18c, on sale per yard...
9½c
4,000 yards--one never-to-be-forgotten bargain lot
of printed Dimity cords--embroidered Swisses--
Printed Batiste Lawns--a tremendous assortment
of the most desirable wash fabrics--very fine--
very sheer--in the daintiest patterns and colorings
of 1904, also solid colored Organdies--they are 25c
goods, in this rousing sale, per yard... **11½c**
This season's best selling wash fabrics both in
printed and woven goods--solid black and light
colors, sheer fabrics in a great variety of weaves
which sold up to 30c, a yard, in this sale... **16c**

IT'S
FAIRLY
STAGGERING
THIS
SALE OF
WASH
GOODS
NOVELTIES--
IT'S
THE MOST
EXCLUSIVE
PATTERNS IN
THE CHOICEST
EUROPEAN
PRODUCTIONS
ALL SACRIFICED
AT NEXT
TO GIVE AWAY
PRICES
This includes all
imperial printed net-
tings and novelty
linens in Voile and
Flamé effects.
All the corded or
gauze in Dolly
garden patterns. All
silk and linen
novelties and every
yard of black goods
for the goods count last
long with ridiculously
low prices attached to
them in this sale.

The regular 10c grades of white Victoria Lawns,
white India Linons, checked Nainsooks and black
India Linons, in this clearing sale... **6½c**
45 pieces of the best 16 2-3c quality white India
Lawns, 60 inches. White Lawn and a limited
quantity of white satin checked and plaid
Lawn go in this clearing sale, per yard... **9½c**
2 his of Mercerized striped White Waisting
Lawn and striped Nainsooks.
Values up to 20c, in this sale, a yard... **11½c**
All 25c white silk Persian Lawns, all 25c white
Persian Lawns, all 25c white Swiss Mull, and 40-inch
wide white Lawns. They all go in this... **14c**
4 bolts of black India Lawns, white Silk Persian
Lawn, plain white Swiss Mull, and white India
Linos, usually 27½c and 30c, clearing sale... **17½c**
20 yards White Pin dot embroidered Swisses,
never seen below 50c, in this sale, per yard... **21c**
Mercerized White Floured Damassees, pat. Waistings
and White Plain Swiss Mulls, remarkable values
at 27c and 30c, in this rousing sale, per yard... **23c**
All White India Linons, all White Victoria Lawns,
all White Dress Swisses, Chiffons, Paris and
Persian Lawns, Nainsooks, all 25c, in this sale,
in fact everything in the White Goods
department, and every dollar's worth of colored
wash goods go in this sale at the most
startling reductions.

All Corsets
At less than manufac-
turers' cost during this
sale 50 dozen summer
Corsets in Net and
Batiste, all sizes, 40c,
grade at... **25c**

Back Combs.
100 dozen Shell Back
Combs in all the newest
styles up to 25c, grades,
at... **15c**

Bed Sheetings
Ready-Made Sheets
and Pillow Cases, Bleach-
ed and Unbleached, all
Dometics. No sacrifice too
great, no loss too big.
Everything goes regard-
less of cost.

**MERCERISED SA-
TEEN,** a silk finished
lining, double fold, 36
inches wide, in all the
leading colors and black,
half value, a yard... **17½c**

**A Price Landslide in Our
Millinery Section.**
Hundreds of the finest productions of the Milliner's
art must yield in this sale to the immense force of
Deep Price Cutting. A profit waiting event is yours
to grasp. Every Hat in the house, for women,
misses and child, Trimmed or Untrimmed, Dress or
street; also Ribbons and Flowers marked at prices
that will make a complete clearance in this depart-
ment.

Queena Silk
A Silk Finish Peraline
Dress Lining, double fold,
36 inches wide, 30 colors
to select from, value 20c,
half price, per yard... **10c**

White Flannel.
A WAVE OF REDUC-
TION has swept over the
entire Flannel Depart-
ment, all plain and em-
broided
priced for immediate
clearance. Act quickly,
for the goods count last
long with ridiculously
low prices attached to
them in this sale.

Ladies' Neckwear.
Prices slashed as never
before. Ladies' fancy
stock Collars, up to 25c
values, on sale at... **19c**

Toilet Soap.
1,000 boxes of finest 10c
Toilet Soaps exquisitely
scented, Kirk's and Col-
gate's most popular num-
bers on sale at... **3 Bars for 17c.**

The Clearing Sale ...OF... Lace Curtains and Portieres

WILL BE THE SENSATION OF
THE TOWN.

Every Curtain and Portiere in stock
must be cleared out regardless of cost.
A clean sweep to be made at any sacri-
fice, and every price has been slashed
to the bottom.

Curtains regularly sold at 75c, at less
than half price... **36c**
All 50c and \$1.00 Curtains
on sale, per pair... **66c**
All \$1.50 ruffled Swiss and Nottingham
Curtains, on sale,
per pair... **88c**
Swiss and Scotch Curtains, usually
sold at \$2.00, in this
sale, per pair... **\$1.20**
Every style of Curtain and Portiere
formerly sold at \$2.25,
in this sale, per pair... **\$1.48**
To make a clean sweep of the \$1.50 and
\$2.00 Curtains they go in
this sale, per pair... **\$2.95**
All kinds of \$2.00 and \$3.00 Curtains,
Tapestry, Irish Point, Brussels Net,
Arabian, Battenburg and Cable Net,
in this sacrifice sale,
per pair... **\$4.30**

All the FINEST CURTAINS, all the
FINEST PORTIERES, all Couch Cov-
ers, Table Covers, Plumed Bed Sets,
Lace Bed Sets, all Pillow Shams, all
Drapery Materials must move out
in this sale, not a single item has escaped
the price cutter's ax.

Great will be the commotion in this
Department.

A CLEARANCE OF ALL DRESS GOODS

Every piece of Dress Goods marked down to a price that will make every-
body buy. Weavers and Dyers would be scared at such prices, but they are only
samples of Auerbach's "Clearing Sale Values." We want room and all summer
goods must get out, here are prices that will make them go.

DRESS GOODS--Dark, fold Eng-
lish high suiting, knicker weaves,
in red, blue, brown and green,
half value... **12c**
BLACK BRILLIANTINE--35-inch
wide, fine silk finish and high
7½c, for only... **38c**

LININGS, OUR ENTIRE STOCK--Skirt and Waist Linings at cost and be-
low during this sale.

QUICK CLEARANCE SALE PRICES

...ON ALL...

BOYS' CLOTHING AND GENT'S FURNISHINGS

THE MOST POWERFUL INCENTIVES ARE OFFERED IN THIS DEPART-
MENT. REDUCTIONS BEYOND COMPREHENSION. PRICES MADE
TO EFFECT A SPEEDY DISPOSITION OF ALL SUMMER GOODS.

GENTS' ½c HALF HOSE. 12½c
in this sale... **12½c**
**GENTS' FINE BALBRIGGAN UN-
DERWEAR.** all sizes, regular 25c
in this sale for... **25c**
GENTS' 50c SUSPENDERS. all go
in this sale... **29c**
GENTS' SOFT FRONT SHIRTS with
or without collars, all sizes, the en-
tire stock of our 75c grades... **45c**
**DR. WRIGHT'S JERSEY RIBBED
UNDERWEAR.** all sizes, regular 75c
grade, in this sale, for per
garment... **45c**

ALBATROSS--All colors, including
cream, white and black, waisted
ed all wool and crepe finish, val-
ues up to 75c... **36c**
STORM SERGE--Our standard 25-
inch hard twisted all wool storm
serge, in all the leading street col-
ors and black, val-
ues up to 75c, yard... **44c**

**GENTS' FINE SOFT BOSOM DRESS
SHIRTS** sizes 14 to 17, a large assort-
ment of the latest patterns to choose
from, all the \$1.25 values... **79c**
BOYS' NORFOLK SUITS in fine
mixed Tweeds, ages 4 to 8 years, all
our \$3.50 values go in
this sale for... **\$1.98**
BOYS' KNEE PANT SUITS square
cut and Norfolk style, ages 5 to 12
years, our regular \$4.00
values in this sale for... **\$2.48**
BOYS' LONG PANT SUITS ages 12 to
20 years, in dark and medium mixed
Tweeds, all the \$6.00 and \$7.00 grades,
in this sale... **\$3.75**

**THE ENTIRE STOCK OF BOYS' CLOTHING AND GENTS' FURNISH-
INGS, GOAT PRICES IN PROPORTION.**

THE GREATEST SALE OF KID AND FABRIC Gloves.

We've never offered so much for
your money and in this sale every
line goes at tremendous reductions.

**\$1.25 and \$1.50 Kid
Gloves at 69c a Pair.**

There are about 300 pair in this lot,
some of nearly every size, these lines
we've discontinued carrying, they'll be
snapped up quickly, so be on hand early
in this sale to get your gloves.
Ladies' Black Lisle Thread Gloves, all
sizes and splendid 25c grade, go
in this great sale... **12c**

TREMENDOUS VALUES IN MUSLIN UNDERWEAR.

Ladies' Nightgowns.

3 styles in the best 30c
grades, on sale at... **29c**
6 styles Lace or embroidery trimmed,
all 50c qualities, on
sale at... **50c**
3 styles made of best Muslin or fine
Cambric, elegantly trimmed, all 50c
grades at... **\$1.00**

Beautiful White Skirts
A magnificent line of finest Nainsook
Skirts in great variety of styles, lace
or embroidery trimmed, all lengths
up to \$20.00 values, go
in this sale at... **\$4.95**

LACES AND EMBROIDERIES

NOT A SALE OF A FEW ITEMS, BUT EVERY PIECE IN THIS VAST
STOCK MARKED DOWN TO MEET THIS OCCASION. WITH THE GREAT-
EST STRENGTH OF VALUE GIVING THAT CAN POSSIBLY BE PUT
FORTH.

Valenciennes Lace Edging and In-
sertion, the entire stock divided
into six great sale Lots,
Up to 16 values go in this
great sale, at... **2c**
Up to 16 values go in
this great sale at... **5c**
All our 12½ and 15c
grades are on sale at... **7½c**
Up to 26 qualities
go now at... **10c**
The 25c kind and there are many
to choose from... **12½c**

Grades that sold at 30
and 35c go now at... **15c**
Net Top Laces, a variety
in the most beautiful designs,
widths and pattern specially adapt-
ed for sleeve and dress trimmings,
Lace sold regularly up
to 60c a yard, sale... **19c**
Laces in the 50 and 60c
kinds are on sale at... **29c**
The entire embroidered stock goes
in this sale at most marvelous
reductions. These lots represent val-
ues more than double the prices
now being, see the qualities we are
showing at 5c, 10c, 15c, 25c, 30c, 40c.

The Greatest of Shoe Sales.

Cut and Slash, "The Orders"

On Every Item in

Our Shoe Dep't.

LADIES' \$2.00 SHOES. \$1.45
lace only... **\$1.45**
LADIES' LOW SHOES. \$1.45
\$1.75 grade... **\$1.45**
LADIES' LOW SHOES. \$1.95
\$2.50 grade... **\$1.95**
ALL OUR \$3.00 SHOES
and Oxfords... **\$2.50**
ALL OUR \$3.50 SHOES
and Oxfords... **\$2.95**
ALL OUR \$4.00 AND
\$5.00 SHOES... **\$3.45**
**YOU CANNOT AFFORD TO MISS
THIS SALE.**

All Table Linens, Napkins and Towels,

All White and Colored
Bed Spreads,

to be Sold at a Terrific Sac-
rifice in this Clearing Sale.

Profits are out of the question. Sell-
ing the goods is paramount. The bar-
gains could not be better. Equal ones
were never given. At 9 o'clock Mon-
day the sale begins, and wise buyers
will be at the head of the line.

1,500 Fringed Linen Napkins, worth
35c a dozen, go in the
sale at, each... **1½c**
2,500 yards Huck Toweling, value 40c,
in this rousing sale,
a yard... **4c**
Checked Linen Glass and Damask
Toweling, worth 10c and 12½c,
in this clearing sale, a
yard... **7½c**
8 lots of Towels including Bleached
and Unbleached Turkish Towels and
heavy Absorbent Marseilles Towels,
regular 18 2-3 and 18 3-4 qualities, all
go in this sale, at
each... **11c**
80-inch wide Table Linens, red or white,
35c quality, in this sale, a
per yard... **22c**
The 75c German Table Linen in fig-
ured or dree designs. Sacrificed in
this sale, to, per
yard... **47c**
30 dozen Napkins and Doyles, the 50c
kinds, go in this sale,
per dozen... **58c**
3 yards wide Table Damask, every 4
price \$1.15, on sale,
per yard... **72c**
White and Colored Fringed Bed
Spreads, \$1.50 qualities, will be sold
in this sale, at... **98c**
All the finer Bed Spreads, all the
finest Table Linens, all the Best Na-
pkins and Towels, all Table Sets and
Table Covers, all the best Towelings,
in fact everything in the Linen stock
must and will be sacrificed, in order
to effect a clean sweep, and at once.